



CITY OF NEWARK
DELAWARE

Request For Proposal No. 19-02

Newark Downtown Parking Plan

CITY OF NEWARK
Delaware

Request For Proposal No. 19-02

Newark Downtown Parking Plan

NOTICE

The City of Newark, Delaware will accept proposals for RFP No. 19-02 Newark Downtown Parking Plan. Proposals will be received in the Purchasing Office, Newark Municipal Building, 220 South Main Street, Newark, Delaware 19711 until 2 p.m. on June 25, 2019 and will be publicly read aloud at that time in the Council Chamber of the Newark Municipal Building.

Please include six (6) copies of the proposal including all requested data, submitted in a sealed envelope clearly identified with the name of the firm and marked "City of Newark RFP No.19-02 Newark Downtown Parking Plan." A separate sealed and labeled envelope containing the Budget Proposal for the performance of all services shall accompany the performance proposal. Six (6) copies of the budget proposal shall also be provided.

Requests for information or clarification must be made in writing with RFP No. 19-02 in the subject line by June 17, 2019 to Cathy Trykowski CTrykowski@Newark.de.us.

Copies of the RFP may be obtained on the City of Newark's website at www.newarkde.gov/bids.

CITY OF NEWARK
Delaware

REQUEST FOR PROPOSAL (RFP) NO. 19-02
NEWARK DOWNTOWN PARKING PLAN

I. BACKGROUND

City of Newark

The City of Newark was originally chartered in 1758 and is the third largest City in the State of Delaware with a population of approximately 33,500 occupying just over 9 square miles. It is home to the University of Delaware, which is currently its largest employer, and boasts an award-winning and thriving downtown, an active economic climate with consistently strong development activity, and an abundance of highly rated parks and recreation programs and facilities. Likewise, Newark operates water, electric and sewer utilities for its service territories and staffs an Alderman's Court operation. Newark remains a Home Rule City, operating under the Council-Manager form of government with a non-partisan elected Mayor and Council of seven.

Downtown Parking Plan Implementation

In 2016, the Planning Commission and Planning Department staff began the process of reviewing parking capacity and demand, off-street parking requirements, parking waiver legislation, and parking management strategies to develop recommendations for Code amendments. The process began with a Parking Study 6/7/2016, conducted with the assistance of a graduate intern of the University of Delaware's Institute for Public Administration, which reviewed the City's current parking waiver program, researched zoning regulations from other similar municipalities, and provided a series of "policy options" for City officials to consider based on best practices and national trends. The City of Newark Planning Commission also hosted two Public Workshops on September 19, 2016 and on March 21, 2017, which were well attended (agendas, meeting materials and meeting minutes can be found on the website).

Based on the research provided, on May 2, 2017, the Planning Commission appointed a Parking Subcommittee to continue to examine the challenges, develop ideas, and formulate solutions related to parking in the ever-changing City's central core and develop strategies based on best planning principles. The Parking Subcommittee was comprised of a diverse group of participants, with representatives from city government, the Planning Commission, downtown businesses and nonprofits, developers, residents and students.

The Parking Subcommittee began meeting monthly in August 2017 and held seven meetings through March 2018. The meetings were open to the public and had active participation. A final public workshop was held on May 7, 2018, to garner additional comments and explain the Subcommittee's findings to the public. The Subcommittee composed a report and presentation that was presented to the Planning Commission on May 8, 2018 and City Council on June 25, 2018.

At the regularly scheduled Council meeting on June 25, 2018, City Council requested that City staff do a technical review of the Parking Subcommittee's findings and present an implementation plan to include prioritizations, cost-analysis, and timeline.

Planning staff conducted a technical analysis of the Parking Subcommittee findings and compiled a workplan that included a prioritized implementation plan, cost-analysis and timeline. This report, titled *A Bold New Future for Newark: A Comprehensive Parking Solution* and workplan *Parking Policy Matrix: Timeline and Costs*, was presented to the Planning Commission on December 5, 2018 and City Council on March 26, 2019 for their review and comment, where it was approved by Council.

Resources

For additional information about the City of Newark, the Mayor and Council, and other City departments and agencies, visit the City's web site at www.cityofnewarkde.us.

Parking Subcommittee report and presentation to Council can be found at:

<https://newarkde.gov/DocumentCenter/View/10675/10A?bidId=> (documents);

<https://newarkde.gov/DocumentCenter/View/10694/10A-Attachment?bidId=> (presentation)

The Planning and Development Department Report: Staff Technical Review for the Planning Commission's Parking Subcommittee Report: *A Bold New Future for Newark: A Comprehensive Parking Solution*.

<https://newarkde.gov/DocumentCenter/View/12066/Comprehensive-Parking-Solution>

Parking Subcommittee workplan titled: "*Parking Policy Matrix: Timeline and Costs*":

<https://newarkde.gov/DocumentCenter/View/12067/Parking-Policy-Matrix>

II. GENERAL REQUEST FOR PROPOSAL INFORMATION

- A. Questions - Any questions concerning this RFP should be directed to Mary Ellen Gray, Director of Planning and Development, 302-366-7000 or mgray@newark.de.us.
- B. Award - The City Manager or their designee will review each of the bids submitted and make a recommendation to the City Council on the disposition of the bids. The City Council reserves the right to accept or reject any or all bids or parts of bids as they may determine and to waive any irregularities or defects where the best interest of the City would be served.
- C. Rejection of Proposals - The City reserves the right to reject any or all proposals if deemed to be in the best interest of the City to do so. The City shall have the full authority to award the project to the firm who best meets the specifications and conditions of this RFP.
- D. Revisions to RFP/Addendum - In the event it becomes necessary to revise any part of the RFP, changes shall be made only by written addendum issued no later than four (4) calendar days prior to the date set for bid opening. Firms are responsible to confirm receipt of all addendum prior to proposal submittal.
- E. Assignment - The firm shall not assign any interest in the contract and shall not transfer any interest in the same without the prior written consent of the City of Newark.

- F. Acceptance of Proposal Content - The contents of the proposal of the successful firm will become a part of any agreement as a result of these specifications.
- G. Termination of Contract - If through any cause, the firm selected shall fail to fulfill the obligations agreed to in a timely and efficient manner, the City shall have the right to terminate the contract by specifying the date of termination in a written notice to the firm at least thirty (30) days before the termination date. In this event, the firm shall be entitled to just and equitable compensation for the work satisfactorily completed.
- H. Indemnification - The contractor shall solely be responsible and liable for the accuracy and completeness of all work performed and shall agree to indemnify, defend and hold harmless the City of Newark, its officers, agents and employees, from and against any and all claims, actions, suits and proceedings arising out of, based upon or caused by negligent acts, omissions or errors of or the infringement of any copyright of patent, by the contractor, its officers, agents, employees or subcontractors, in the performance of the contracted agreement.
- I. Ownership of Material and Public Documents - All documents prepared and submitted pursuant to this RFI or resulting MOU or contract shall be property of the City upon submittal and shall be considered public documents. Your submission in its entirety will be made public. Any information or documents deemed proprietary shall be so marked at time of submittal and limited to detail where the disclosure of contents could be prejudicial to competing offerors during the process of negotiation, and any commercial or financial information of a privileged or confidential nature.
- J. Approval - The selected firm may be required to attend meetings to give presentations, and address questions. Cost for attendance shall be incorporated in the proposal.
- K. Advertisements - Any bidder submitting a bid will not use the name of the City in any advertisement without first obtaining the written consent of the City Manager.
- L. Business Licenses - The bidder shall possess all required state and city business and/or other licenses.
- M. Non-collusion - The bidder shall not, either directly or indirectly, enter into any agreement, participate in any collusion, or otherwise take any action in restraint of free competitive bidding in connection with the contract.
- N. Time of Completion and Liquidated Damages - Consultant shall commence work on a date to be specified by the City in a written "Notice to Proceed".
- O. Billing and Payment - The consultant shall submit monthly bills, detailing the time and material spent for the previous month. Retainage will be held at five (5%) percent of the total contract price until the final product has been accepted and approved.
- P. Worker's Compensation and Liability Insurance - Except as otherwise provided by law, the selected firm shall at all times maintain and keep in force such insurance as will protect it

from claims under Worker's Compensation Acts, and also such insurance as will protect it from any such claims for damages for personal injuries, including death, which may arise from operations under this contract, whether such operations be by the contractor or by any subcontractor or by anyone directly or indirectly employed by any of them. The selected firm shall be required to provide a copy of this insurance.

The selected firm shall provide evidence of professional liability insurance with limits of insurance not less than the following amounts:

\$2,000,000 Each Occurrence Limit
\$2,000,000 Personal & Advertising Injury Limit
\$3,000,000 Annual Aggregate Limit
\$3,000,000 Products - Completed Operations Limit
\$1,000,000 Business Auto Liability Limit
\$5,000,000 Commercial Umbrella Limit

The Prime/General Contractor, Newark (owner), and all other parties required of the General Contractor, shall be included as insured on the Commercial General Liability (CGL) coverage, using Additional Insured Endorsements providing coverage as broad as the coverage provided for the named insured subcontractor.

Subcontractors approved in association with the hiring of the successful firm shall be required to provide CGL coverage with limits of insurance not less than:

\$1,000,000 Each Occurrence Limit
\$1,000,000 Personal & Advertising Injury Limit
\$2,000,000 Annual Aggregate Limit
\$2,000,000 Products - Completed Operations Limit
\$1,000,000 Business Auto Liability Limit
\$3,000,000 Commercial Umbrella Limit

- Q. Equal Employment Opportunity - The firm shall comply with all current federal and state nondiscrimination and equal opportunity status and policies and agrees to not hold the City liable for any inadvertent action by the firm which conflicts with such statutes and/or policies.

III. SCOPE OF WORK

Downtown Parking Plan Implementation

The City seeks to implement Phase I and Phase II of the Planning staff Newark Downtown Parking workplan as articulated in the *Parking Policy Matrix: Timeline and Costs*¹. The timing for Phase I is from mid-summer 2019 through mid- summer 2020. The timing for Phase II is from mid-summer 2020 through mid-summer

¹ The costs articulated in the Parking and Policy Matrix: Timeline and Costs are merely estimates.

2021. The components of Phase I and Phase II are further described in the *A Bold New Future for Newark: A Comprehensive Parking Solution*.

Phase I – Short-term

Implementation of the Staff Technical Review of the Planning Commission’s Parking Subcommittee report: *A Bold New Future for Newark: A Comprehensive Parking Solution* (See link)

- **Marketing Strategy (Phase 1) – Wayfinding & System Education/Promotion of Parking Options.** Develop and implement Solution 1-E (page 38) of the Staff Technical Review of the Planning Commission’s Parking Subcommittee report: *A Bold New Future for Newark: A Comprehensive Parking Solution*. Work to include conducting public workshops, focus groups, and one-on-one meetings with downtown stakeholders.
- **Review of City Zoning Code to identify impediments to creative parking solutions for private property.** Implement Solution 2-A (page 41) of the Staff Technical Review of the Planning Commission’s Parking Subcommittee report: *A Bold New Future for Newark: A Comprehensive Parking Solution*.

Phase II – Medium-term

- **Marketing Strategy (Phase 2) – Changing public perception of parking and promoting parking options.** Develop and implement Solution 3-D (page 56) of the Staff Technical Review of the Planning Commission’s Parking Subcommittee report: *A Bold New Future for Newark: A Comprehensive Parking Solution*. Work to include conducting public workshops, focus groups, and one-on-one meetings with downtown stakeholders.
- **Modernize the City Zoning Code by reducing or eliminating zoning-mandated minimum parking requirements through approaches such as establishing “Parking Districts.”** Implement Solution 2-B (page 43) of the Staff Technical Review of the Planning Commission’s Parking Subcommittee report: *A Bold New Future for Newark: A Comprehensive Parking Solution*.

Modernize the City Zoning Code by establishing provisions such as allowing for “Decoupling” parking requirements for multi-family residential projects. Implement Solution 2-C (page 45) of the Staff Technical Review of the Planning Commission’s Parking Subcommittee report: *A Bold New Future for Newark: A Comprehensive Parking Solution*.

IV. PROPOSAL FORMAT AND REQUIRED CONTENT

The submission requirements for this RFP are outlined below. Any proposal that does not comply with these instructions will be deemed non-responsive and may be rejected by the City.

Proposals shall include the following components:

- A.** Part I: Introduction – Background information on the firm including its history, size, number of professionals, services offered, and related information.

- B.** Part II: Project Team
 - 1. Describe organization and management of team, including specific roles and responsibilities for this project.
 - 2. Resumes of all key professionals.
 - 3. Proposed use of any outside consultants, if applicable.

- C.** Part III: Related Experience with other Parking, Planning and related projects including:
 - 1. Type of Project/Description
 - 2. Dates of completion
 - 3. Client contact (with address, email, and phone numbers)

- D.** Part IV: Technical Information
 - 1. An introduction outlining the overall technical approach to completing the project.
 - 2. A project schedule for Phase I from mid-summer 2019 to mid-summer 2020 and for Phase II from mid-summer 2020 to mid-summer 2021.
 - 3. Each firm must explain their interpretation of the Scope of Services and how they suggest the work be accomplished.
 - 4. A detailed summary of the problem or challenges that the firm might expect in completing the project and the approach to solving them.

- E.** Part V: Budget Proposal - The proposer shall provide a separate sealed and labeled envelope containing the Budget Proposal detailing a comprehensive fee proposal articulating the budget for Phase I, Phase II for the Downtown Newark Parking Plan. The budget envelop must be labeled “Budget Proposal for City of Newark Downtown Parking Plan.” This envelope will not be opened until the firms have been evaluated by staff, and officially ranked. Firms not submitting a “Budget Proposal” will not be considered.

V. SELECTION/EVALUATION

- A.** All proposals received by the deadline will be reviewed for responsiveness to the requirements of this RFP. Proposals deemed to be non-responsive may be rejected.

- B.** The City will conduct reference checks for the finalists.

- C. The City shall not be required to accept the lowest proposal in terms of cost, but instead shall have the right to select the most qualified proposer based on all the evaluation criteria established.
- D. A Review Committee, designated by the City Manager, will evaluate all proposals found to be responsive to the requirements of this RFP. Each accepted proposal shall be evaluated and ranked by each member of the Selection Committee using the Criteria outlined below.
- E. **Criteria and Scoring**
 - 1. Reputation and experience of the firm pertaining to parking, planning, public outreach, and marketing services as they relate to this project. **Point Range: 0 – 25**
 - 2. Qualifications of staff to be assigned to the project to include their education, position in the firm, type and years of experience with the firm. **Point Range: 0 – 25**
 - 3. Responsiveness of the written proposal in clearly stating and understanding of the work to be performed as outlined in the Scope of Work. **Point Range: 0 – 25**
 - 4. Other Considerations – experience, reputation, demonstrated ability, and proposed work schedule. **Point Range: 0 – 20**
 - 5. Diversity. **Point Range: 0 – 5**

VI. **SUBMISSION REQUIREMENTS**

A. **Requests for Information/Addenda**

Any requests for clarification or additional information regarding this RFP may be submitted in writing by no later than June 17, 2019 to:

Cathy Trykowski
220 South Main Street
Newark, Delaware, 19711
Email: ctrykowski@newark.de.us
302-366-7000

If it becomes necessary to revise any part of this RFP, an addendum will be issued by the City.

B. **Proposal Disposition/Proposal Open Record**

All proposals and the materials attached submitted in response to this RFP, except for any identified proprietary material, shall become the property of the City at the time of the bid opening. The City reserves the right in its sole discretion to use without limitation, any

and all information, concepts, and data contained therein. Any portions of the proposal that the proposer deems confidential shall be clearly marked as such.

C. Compliance with Terms and Conditions of RFP

The successful proposer shall comply with all of the specifications, terms, and conditions of this RFP, as outlined herein. Proposers are further required to complete all information requested in this RFP.

D. Rejection of Proposals

The City reserves the right, at its sole discretion, to reject any and all proposals received and to waive informalities and minor irregularities, technical defects, or clerical errors in a proposal received, to accept any portion or all items in the proposal, and award the contract in whole or in part if it is deemed in the City's best interest.

E. Award of Contract

Any contract awarded under this RFP shall be made to the proposer who, in the sole judgment of the City, is best able to provide the full range of the services outlined. All proposals shall remain firm for one hundred twenty (120) calendar days after the opening of proposals.

F. Proposal Content Contractual

All or selected parts of the chosen proposal may become part of the contract if an award of contract is made at the sole determination of the City.

G. Cancellation of RFP

The City of Newark reserves the right, at its sole discretion, to cancel this RFP in whole or in part.

H. Interview and Contract Requirements

Proposers may be required to participate in an interview(s) upon request and the successful proposer will be required to execute a contract with the City.

I. Termination of Agreement

This agreement may be terminated by the City upon thirty (30) days written notice if the contractor fails to perform satisfactorily in accordance with the terms and conditions of the signed contract. In the event this agreement is terminated; the contractor shall be paid for services satisfactorily rendered up to the termination date.

J. EEO and Business Licenses

The bidder shall possess all business and other licenses required by the State of Delaware and shall be a fair and equal opportunity employer.

K. SUBMISSION INSTRUCTIONS

The original proposal and 15 identical copies shall be submitted in a sealed envelope bearing the name and address of the proposer, and plainly marked RFP No. 19-02 – Newark Downtown Parking Plan”

All proposals shall be submitted through certified mail or hand delivery by **2:00 p.m. on Tuesday, June 25, 2019** to the following location:

City of Newark, Delaware
City Manager’s Office
Attn: Cathy Trykowski, Acting Assistant to the Managers
220 South Main Street
Newark, DE 19711

The City is not responsible for late delivery caused by the United States Postal Service or private carriers. Any proposal received after the deadline will be returned unopened.